

Representation & Interim Management Services

Entering any new market is challenging and the Japanese market is more challenging than most. Growing profitably in the market and implementing the right changes at the right time also presents challenges.

These challenges are magnified by the increasing shortage of qualified staff who are prepared to work for a foreign-owned company. To succeed, you need the right people and the right structure at the right time. CBI has the right approach for market-entry and for change-, interim-management.

Market Entry

CBI offers a staged entry process that keeps costs and investment under control and delivers rapid customer credibility. We currently provide this service for a range of customers and sectors.

Each service is available as a single package and can be provided for companies that already have a presence, but need to improve their performance as well.

Interim and Turnaround Management

CBI's experienced cross-border managers have set up, grown, turned around, closed and sold companies in Japan, Europe and N America. We also provide additional resources in times of organisational stress or crisis.



Contact us
today to discuss
how we can help
you hit the ground
running in Asia

Some of our services:

- Research and strategy definition
- A team of experienced bilingual, cross-border experts on an on-demand basis, covering all sales, commercial, technical and administrative requirements.
- A virtual company - address, phone number and name cards in your company name.
- Logistics and back-office support on an on-demand basis if you need to start importing and delivering products
- Distributor selection and management
- Support in setting up your own legal entity when the time comes
- Additional staff to strengthen your organisation during the set up and growth stages
- Performance gap analysis and strategy review
- Personnel and organisational evaluation
- Detailed improvement plans and targets
- Interim managers to strengthen specific areas such as general management, sales or quality and to manage specific projects such as sales growth, cost reduction, HR restructuring, quality improvement, crisis management, recall and rework
- Interim turnaround. CEO and Directors to restructure and re-motivate the local subsidiary